

Application Serial No. 10/506,892  
Reply to office action of February 24, 2010

JUL 13 2010

PATENT  
Docket: CU-3904

**REMARKS/ARGUMENTS**

Reconsideration is respectfully requested.

Claims 1-8, 34, 37, 41, 42, 45 and 46 are pending before this response. Claims 9-33, 35-36, 38-40, 43-44 and 47-49 were previously withdrawn and claim 41 was withdrawn by the office action mailed April 29, 2010. By the present response, claims 1, 4, 6, 7, 34, 42 and 45 are amended, claims 2 and 3 are canceled, and no claims are added. No new matter has been added.

**In the office action (page 2), claims 1, 2, 5, 6, 34, 42, 45 and 46 stand rejected under 35 U.S.C. §102(b) as being anticipated by US Patent No. 6,347,319 (Moore).**

Claims 1, 34, 42 and 45 have been amended to incorporate the subject matter of claims 2 and 3. Accordingly, claims 2 and 3 have been canceled and claims 4 and 7 have been amended to depend upon amended claim 1. Also, claims 6, 7, 42 and 45 were amended for clarity and to correct typographical errors.

As to amended claims 1, 34, 42 and 45, Moore discloses a method of reading out and displaying the objects stored in a database (col. 1, lines 62-67). Moore discloses the use of a substrate on which machine-readable code is formed (col. 1, lines 43-45). However, since Moore is directed to a method of simply accessing the objects stored in a database, there is no need to limit the times to display the accessed object. Therefore, the concept of limiting the number of times of displaying the contents is not disclosed by Moore.

By contrast, amended claims 1, 34, 42 and 45 requires a reading unit that reads a code indicating a limited times-of-use and a control unit that only displays the contents on a paper-type display medium when the times-of-use is less than the limit.

The applicants submit that Moore does not disclose each and every element of amended claims 1, 34, 42 and 45. The applicants submit that amended claims 1, 34, 42 and 45 are not anticipated by Moore and are therefore allowable. The applicants further submit that claims 5, 6 and 46 are also not anticipated by Moore for at least the reason that they depend upon allowable amended claims 1 and 45.

The applicants respectfully request that the 35 U.S.C. §102(b) rejections of

Application Serial No. 10/506,892  
Reply to office action of February 24, 2010

PATENT  
Docket: CU-3904

claims 1, 5, 6, 34, 42, 45 and 46 be withdrawn.

**In the office action (page 4), claims 3-4 and 7-8 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Moore in view of US Patent Publication No. 2002/0004767 (Okamoto).**

Claim 3 has been canceled.

The applicants submit that Moore does not disclose each and every element of amended claim 1 for the reasons previously discussed. Okamoto does not make up for the deficiencies of Moore.

Okamoto teaches the so-called "retry" process generally performed when a certain process results in an error [0208-0209]. Specifically, Okamoto teaches merely permitting the retry process for the specified number of times, and if the retry process fails for the specified number of times, the process itself is treated as an error [0208-0209].

By contrast, amended claim 1 recites "...the times-of-use, which is a number of times the contents are displayed on the paper-type display medium..." The times-of-use indicates the times that the contents are successfully displayed, and the limited times-of-use indicates the permitted times that the contents are displayed. Therefore, the "retry" circuitry and process taught by Okamoto is quite different from the code reading unit reading having a limited times-of-use function as recited in amended claim 1.

The applicants submit that neither Moore nor Okamoto, individually or in combination, teaches or suggests each and every element of amended claim 1. The applicants submit that amended claim 1 is patentable over Moore in view of Okamoto and is therefore allowable. The applicants further submit that claims 4, 7 and 8, as amended, are also patentable over Moore in view of Okamoto for at least the reason that they depend upon allowable amended claim 1.

The applicants respectfully request that the 35 U.S.C. §103(a) rejections of claims 4, 7 and 8 be withdrawn.

Application Serial No. 10/506,892  
Reply to office action of February 24, 2010

JUL 13 2010  
PATENT  
Docket: CU-3904

**In the office action (page 6), claim 37 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Moore in view of US Patent No. 7,044,395 (Davis).**

The applicants submit that Moore does not disclose each and every element of amended claim 34 for the reasons previously discussed. Davis does not make up for the deficiencies of Moore.

Therefore, the applicants submit that neither Moore nor Davis, individually or in combination, teaches or suggests each and every element of amended claim 34. The applicants submit that amended claim 34 is patentable over Moore in view of Davis and is therefore allowable. The applicants further submit that claim 37 is also patentable over Moore in view of Davis for at least the reason that it depends upon allowable amended claim 34.

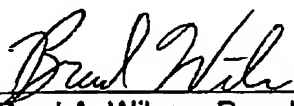
The applicants respectfully request that the 35 U.S.C. §103(a) rejection of claim 37 be withdrawn.

For the reasons set forth above, the applicants respectfully submit that claims 1, 4-8, 34, 37, 42, 45 and 46, now pending in this application, are in condition for allowance over the cited references. Accordingly, the applicants respectfully request reconsideration and withdrawal of the outstanding rejections and earnestly solicit an indication of allowable subject matter.

This response is considered to be responsive to all points raised in the office action. Should the examiner have any remaining questions or concerns, the examiner is encouraged to contact the undersigned attorney by telephone to expeditiously resolve such concerns.

Respectfully submitted,

Dated: July 13, 2010

  
Brad A. Wilson, Reg. No. 59,462  
Ladas & Parry LLP  
224 South Michigan Avenue  
Chicago, Illinois 60604  
(312) 427-1300